

I have gone into the question of the Magazine in some detail For the change to be of any real use, the weight of the Magazine must be reduced well below the four ounces, so as to allow for a wrapper and if necessary an extra page of advertisements, or a plate. To attain this end, either a thinner paper of the ordinary kind must be used or one of the modern bulking papers, and in the latter case, it will not be possible to print from half tone blocks and there is the greater likelihood of an inset plate being required occasionally. Of the four specimens submitted by Cowell

One was too heavy

Two bulking papers just weighed the  $3\frac{3}{4}$  ounces and

The thin paper one just  $3\frac{1}{2}$  ounces.

I thought that something better than this could be managed and I asked Cowell's to let me know what they allowed for paper but they work on old lines and did not wish to do so. I therefore went to the trouble of finding out what one of the leading country book printers would charge for the printing and had dummies made up of various papers which I have numbered A to E the cost of which is as follows:-

- A. Is a paper similar to that which enabled me to keep the postage of the Selborne Magazine down to a half penny. It is a thin paper on which a half tone block can be brought up fairly. It weighs just  $3\frac{1}{2}$  ounces and the cost with a thin cover would be

£30 0s 0d

The price per pound of the paper is 2d.

B. Is a featherweight paper making the magazine thicker. It weighs well under the  $3\frac{1}{2}$  ounces. In fact it takes two other pages before the scale goes down. The cost of this is £31 10 0d and the paper is  $2\frac{1}{2}$ d. per pound.

C. This is a bulking paper and also weighs below the  $3\frac{1}{2}$  ounces and the cost is £30 10 0d. The paper is  $2\frac{1}{4}$  d. per pound.

D. Is a thin paper which with a thick cover weighs less than  $3\frac{1}{2}$  ounces and will take three pages extra. The cost is £30 5 0d and the paper is  $2\frac{3}{8}$ d. per pound.

E. The weight is the least of all, being under  $3\frac{1}{2}$  ounces and taking four extra ~~papers~~ pages. The cost is £29 2 0d and the paper is  $1\frac{5}{8}$ d. per pound, but it is rather common.

An then choose between A and D  
or B and C.

Last night Cowell's sent me on after repeated messages a number of sample sheets of paper but as these are not necessarily of the thicknesses required and as they were not made into dummies it has been impossible for me to compare them. Some would make the cost of the Magazine more than £33 per month and some less.